

**METHOD AND APPARATUS FOR
EXTENDING THE LIFE OF MATRIX ADDRESSED
EMISSIVE DISPLAY DEVICES**

ABSTRACT OF THE DISCLOSURE

A method of reducing luminance decay of emissive elements in a matrix addressed emissive display device includes generating control data corresponding to a static image to be displayed on a matrix of individually addressable emissive display elements. Drive signals are generated as a function of the control data, and are provided to the matrix to thereby energize the corresponding emissive display elements of the matrix in order to display the static image on the matrix. The control data are altered substantially continuously in order to substantially continuously move the static image on the matrix.

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